A. AMENDMENTS TO CLAIMS

Please amend the claims as indicated hereinafter.

1. (CURRENTLY AMENDED) A computer-implemented method for estimating how a user would rate an item that the user has not yet rated, the method comprising:

    in a computer system identifying one or more items that have been rated favorably by the user and that have ratings that satisfy a minimum rating threshold;

    in the computer system identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items; and

    in the computer system estimating how the user would rate the item that the user has not yet rated by determining a similarity between the one or more other items and the item that the user has not yet rated by comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

2-3. (CANCELED)

4. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 1, wherein the identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items includes identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items.

5. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 4, wherein the identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes for each item from the one or more items, determining whether the rating given by the one or more other users is within a specified amount of the rating given by the user.

6. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 4, wherein the identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes determining whether an average of the ratings given by the one or more other users to the one or more items is within a specified amount of an average of the ratings given by the user to the one or more items.

7. (CANCELED)

8. (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 1, wherein the comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated includes comparing an average of the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

9. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the item is a movie and the one or more items are one or more movies.

10. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the item is a game and the one or more items are one or more games.

11. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the item is a rental item.

12. (ORIGINAL) The computer-implemented method as recited in Claim 1, wherein the number of items in the one or more items is at least a specified number of items.

13. (CURRENTLY AMENDED) A computer-readable medium for estimating how a user would rate an item that the user has not yet rated, the computer-readable medium carrying instructions which, when executed by one or more processors, cause:

identify one or more items that have been rated favorably by the user and that have ratings that satisfy a minimum rating threshold;

identify one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items; and

estimate how the user would rate the item that the user has not yet rated by <u>determining a similarity between the one or more other items and the item that the user has not yet rated by</u> comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

14-15. (CANCELED)

16. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 13, wherein the identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items includes identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items.

17. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 16, wherein the identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes for each item from the one or more items, determining whether the rating given by the one or more other users is within a specified amount of the rating given by the user.

18. (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 16, wherein the identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are within a specified amount of ratings given by the user to the one or more items includes determining whether an average of the ratings given by the one or more other users to the one or more items is within a specified amount

of an average of the ratings given by the user to the one or more items.

19.   (CANCELED)

20.   (PREVIOUSLY PRESENTED) The computer-readable medium as recited in Claim 13, wherein the comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated includes comparing an average of the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

21.   (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the item is a movie and the one or more items are one or more movies.

22.   (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the item is a game and the one or more items are one or more games.

23.   (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the item is a rental item.

24.   (ORIGINAL) The computer-readable medium as recited in Claim 13, wherein the number of items in the one or more items is at least a specified number of items.

25-27. (CANCELED)

28.   (CURRENTLY AMENDED) An apparatus comprising:
a memory configured to store data; and
an estimator mechanism communicatively coupled to the memory and configured to
            estimate how a user would rate an item that the user has not yet rated by
            identifying one or more items that have been rated favorably by the user and that
            have ratings that satisfy a minimum rating threshold,

identifying one or more other users that have rated the one or more items and given ratings to the one or more items that are substantially similar to ratings given by the user to the one or more items, and

estimating how the user would rate the item that the user has not yet rated <u>by</u> <u>determining a similarity between the one or more other items and the item</u> <u>that the user has not yet rated by</u> comparing the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

29-30. (CANCELED)

31.   (ORIGINAL) The apparatus as recited in Claim 28, wherein the estimator mechanism is further configured to determine whether the ratings given by the one or more other users to the one or more items are within a specified amount of the ratings given by the user to the one or more items.

32.   (ORIGINAL) The apparatus as recited in Claim 31, wherein the estimator mechanism is further configured to determine, for each item from the one or more items, whether the rating given by the one or more other users is within a specified amount of the rating given by the user.

33.   (ORIGINAL) The apparatus as recited in Claim 31, wherein the estimator mechanism is further configured to determine whether an average of the ratings given by the one or more other users to the one or more items is within a specified amount of an average of the ratings given by the user to the one or more items.

34.   (CANCELED)

35.   (PREVIOUSLY PRESENTED) The computer-implemented method as recited in Claim 28, wherein the estimator mechanism is further configured to compare an average of the ratings given by the one or more other users to the one or more items to ratings given by the one or more other users to the item that the user has not yet rated.

36. (ORIGINAL) The apparatus as recited in Claim 28, wherein the item is a movie and the one or more items are one or more movies.

37. (ORIGINAL) The apparatus as recited in Claim 28, wherein the item is a game and the one or more items are one or more games.

38. (ORIGINAL) The apparatus as recited in Claim 28, wherein the item is a rental item.

39 - 41. (CANCELED)

42. (PREVIOUSLY PRESENTED) The apparatus as recited in Claim 28, wherein the number of items in the one or more items is at least a specified number of items.